

Sams Teach Yourself Google Analytics In 10 Minutes - Michael Miller

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Sams Teach Yourself google analytics in 10 Minutes gives you straightforward, practical answers when you need fast results. By working through its 10-minute lessons, you'll learn everything you need to use google analytics to accurately measure your websites performance and improve it! 10 minutes is all you need to learn how to Quickly create a google analytics account and add google analytics to your site Define goals and measure how well your site is achieving them Track visitors from search engines, pay-per-click advertising, email, and other sources Discover the pages your visitors view, how long they stay, and where they exit Monitor specific user actions, such as playing embedded video, selecting Flash menu items, or downloading files Identify your best and worst content, and fix poorly performing pages Improve your site by tracking error pages and broken links Measure AdWords traffic, position, and e-commerce performance Manage google analytics through the Dashboard Customize google analytics to work more effectively with your site Capture more accurate information by filtering out internal traffic Choose the right reports and data, understand them, and act on what you learn

Words: account email, account google, account sales, account user, add to google, analytics google, business google, email google, email search, error internal, files search, google account, google add to, google analytics, google email

Author: Miller, Michael Publisher: Sams Illustration: N Language: ENG Title: Sams Teach Yourself Google Analytics in 10 Minutes Pages: 00234 (Encrypted EPUB) / 00241 (Encrypted PDF) On Sale: 2010-07-14 SKU-13/ISBN: 9780672333200 Category: Business & Economics : Sales & Selling - General

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